

EFTPOS Now
Your reliable business sidekick.

[Learn more](#)

Eligibility criteria, fees and T&Cs apply.

LATEST | PR & COMMUNICATIONS

Five networking tips when you're feeling rusty



Alan Manly
July 28, 2022 | 3 mins read



Before COVID we all thought that it was natural to meet and greet in a herd environment. *Psychology Today* even stated, "human beings are herd animals... we survive only in highly coordinated groups".

But during COVID, networking was made illegal. Not since the Spanish flu was such severe restrictions on networking recorded. One hundred years later there was a solution of sorts to the need to herd by humans. It was called Zoom. The end result was that the herd animal, the human was locked in their home and told to continue working using a flat screen, where they and others were represented by a head and shoulder shot on that flat screen. The ability to speak was controlled by a new term known as "you are on mute". So much for the human skill described as "Individually, we are designed to pick up social cues and coordinate and align our behaviour with those around us".

As in all pandemics, there will be ongoing costs. One that comes immediately to mind is the loss of a person's networking skills. After two plus years of lockdown, we all emerge a little rusty in our networking skills. Let's take a look at five steps to getting back in the herd and network.

SWITCH TO EFTPOS NOW AND GET \$300*

Application must be approved between 1/8/22 & 30/9/22.

*New Westpac Group merchant customers. \$4k gross sales in 60 days. 1.2% flat rate pricing.

Step 1

Just take the first step. Acknowledge that to get back in with the "business herd of humans" networking is vital and your journey must now start to recommence. Accept the first opportunity that you are invited to. Rusty as you may be those intuitive skills need reawakening. Such skills will be reawakened with a little practice.

Step 2

Be sure to bring your body and mind. Remember, networking is showtime! Every nuance is noticed. Entering a room is a physical health check. Looking good means more than clothing. A greeting is a mental assessment of engagement. In networking, every call is a sales call!

Step 3

Polish up that elevator pitch. Good as it was in the past, the world is now post-COVID. Maybe inviting folks for a boardroom meeting is a bit passé particularly if you now work from home. Suggesting a coffee may seem a time waster to the post-COVID buyer as they may be time-poor and happy to follow up with a Zoom call and then coffee. Maybe you are more of a face-to-face person and struggle with Zoom. Play to your strengths.

Step 4

First impressions are lasting impressions. Dress for whatever first impression you wish to set. Dressing for Zoom was often only the top half of the task. Not to mention you were always doing everyone a favour by being there. Not anymore. The economy is getting tougher and buyers will not be wanting to see that you are fresh out of the garden.

Step 5

Have a business card that reminds the holder of what you were offering. Maybe a card

EFTPOS Now
Your reliable business sidekick.

[Learn more](#)

Eligibility criteria, fees and T&Cs apply.

RELATED NEWS

SYSTEMS & SOFTWARE

How better communication will help you keep pace with customers in 2022
Brendan Maree | Jul 4, 2022



COLLABORATION

Ikea launches loyalty program to support small businesses
Rakshna Pattabiraman | Jun 24, 2022



PR & COMMUNICATIONS

How inflation is putting the spotlight on digital marketing for SMEs
David Weinberger | Jun 15, 2022



RECRUITMENT

How to recruit to scale a business
Nick Marangos | Jun 7, 2022



REPORTS

2020 top 50
small business leaders

[DOWNLOAD REPORT](#)

SWITCH TO EFTPOS NOW AND GET

with a photo, and an overview of what services you offer on the back. As fascinating as you are, after an event when twenty equally charming folks have met your potential client you need to be the one that the client is prompted to call or at the very least remember what you were selling the last time you met.

Get out as fast as you can so that others don't relearn their networking skills before you. After a few events, you will work out which ones worked for you in manner and potential. Once your confidence is returning, a brutal assessment of the time and energy invested is required. Following up all and sundry will be the easiest way to assess if an event was worth your valuable time and emotional energy.

Communication Networking

0 Likes



Recommended by IR

SOCIAL MEDIA
Beating isolation in today's digital world

DIGITAL
EOFY reflection – the three Ps of your digital business future

SALES
Small businesses record strongest sales growth in three months

HEALTH & SAFETY
Hospitality's recovery hampered by problems with vaccination rollout

SPONSORED Humpro
Navigating the cashflow crunch

Author's latest articles

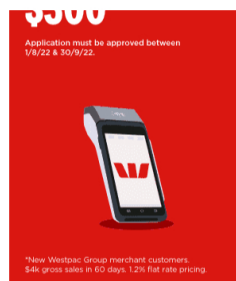
STRATEGY
The key to successful shoestring start-ups

RECRUITMENT
Freelancers or salaried staff? How to determine your hiring needs

START-UPS
Passion before profit – why start-ups need to lead from the heart

START-UPS
A simple plan

RETENTION
Can entrepreneurialism be taught?



inside small **business**

Got a news tip or story idea?
Contact our editorial team



About Us
Contact us
Advertise
Terms & Conditions
Privacy Policy

octomedia

Inside Small Business is an
Octomedia publication

Our Partners

Inside Retail
Internet Retailing
Inside FMCG
Inside Franchise Business Executive
Tradesquare